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A WEEK OF WEEKS...

This is apparently the week of weeks...for consumers, for fire prevention, for the handicapped. In addition, there have been a few other activities going on which we're reporting in this issue. So read on.

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ANOTHER TO COME

Forest Service folks say the President's proclamation about National Forest Products Week--Oct. 19-25--calls attention to the 75th anniversary of FS. The proclamation also says "the dedicated men and women of this agency can be proud of their accomplishments."

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INF ABOUT FOI

Freedom of Information, still an item handled by information folks for some USDA agencies, appears to be one route the public uses heavily in obtaining specifics about the government. We've been receiving a useful newsletter from the Dept. of Justice called "FOIA UPDATE," some of you may want to try to get.

It's produced by Justice's Office of Information Law and Policy but is available by subscription from the Superintendent of Documents, GPO, Washington, D.C. 20402...cost is \$4.25 and it's produced quarterly. (Mention Stock No. 027-000-80002-5 when ordering.)

Several items caught our attention in the latest issue: (1) a comment that large, voluminous requests can be discussed with requesters in order to gain extensions beyond the 10-day response period. ("...people are not unreasonable," the article said. "If you call them up and tell them that their request encompasses 100,000 documents, they will understand that you obviously are not going to be able to respond in 10 days.")

(2) a report on the "high" and "low" of exemption 2...the exemption which relates to internal agency records. On the one hand, there's no substantial public interest in disclosure of minor matters in internal agency management. But on the other hand, there have been considerable mixed court judgments about sensitive internal agency instructions to law enforcement personnel, especially if an agency tries to protect guidelines to prosecutors. Although the Govt. has been successful in protecting sensitive law enforcement investigatory techniques and instructions, still the statutory basis for their withholding remains clouded.

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(3) mention of a USDA Graduate School course called "Implementation of the Freedom of Information and Privacy Acts Seminar for FOI/PA Administrative Personnel." Cost of the course is \$165. There are to be two offerings...one is Dec. 4-5, 1980; the second, March 5-6.

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WHO SAYS THAT DOESN'T
COMPUTE?

Stan Prochaska, GPA's assistant director for news, clipped an article from a tabloid called "Management Information Systems Week," which tells about several agricultural data systems. Mentioned in particular are the Ag Data Network of Purdue called "FACTS," the Agnet system of Nebraska, the Teleplan system of Michigan and efforts by Oklahoma State, Minnesota, Kentucky and Iowa State with smaller systems.

Major thrust of the article seemed to be the wide variety of programs being offered to farmers through county extension offices which serve as a main dissemination point for most of the systems.

As one state staffer put it (William Edward, Iowa State U.): "Considering the price of farm machinery today, \$10,000 for a home computer isn't very much."

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IT DOESN'T PAY
TO ADVERTISE

We've mentioned a couple of times the queries we've had to answer about advertising. Now we see that Senator Baucus, for whom we've provided such information, has collected 30 pounds of publications from the Dept. of Transportation and suggested to other Senators that funds provided for "advertising or public relations activities" must be cut %10. He also said, "It is my intuitive sense that there is excessive advertising not only in...Transportation...but in the budgets of all agencies..." and "...we all agree that in all probability there is at least 10% waste."

Picking on some of Transportation's brochures, he showed one called "Cities Are for Living" and commented, "I would not think that cities are for dying."

We saw the article in the Sunday, Oct. 5, "New York Times."

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SOMEONE SPEAKS WITH
FORKED TONGUE

On the same subject, advertising, a special business section of the "Washington Post" claimed Oct. 6 that the federal government spends \$146 million yearly "to promote various services and promises through ad agencies...."

The "Post" also called the Govt. the 28th largest advertiser in the country; said the Army spent \$42.6 million on ads last year and expects to spend \$53 this year; and said Amtrak's media ads last year cost close to \$10 million.

For some reason, these claims remind us of articles over the past few years about the "Hollywood on the Potomac" (government film work) which supposedly spends hundreds of millions of dollars yearly on films. It would be great just to have one of those millions...even a couple hundred thousand! (By our own figures, USDA's Video-Film Center grossed only \$547,760 from Oct. 1, 1979, to Aug. 31, 1980. In other words, that's the amount of money it had to work on, paying salaries and other costs while making films and videotapes.)

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IF YOU WANT PR
TRAINING

If anyone still with us has the fortitude to risk it...the Public Relations Society of America has announced a series of PR Management Seminars from Oct. 28-Nov. 19. They'll be held at various locations across the country at fees varying from \$275 to \$455.

We count 10 of them in the brochure we received...a number of which would interest some of you. For instance, there are sessions on layout, design and graphics; speechwriting; broadcast writing; information techniques; writing; and so on. Most sessions will be held in New York; a few in Washington, D.C. and still others in Los Angeles.

For more information, write NYU/PRSA Program, New York University, School of Continuing Education, Business and Management Programs, 310 Madison Ave., Rm. 1412, New York 10017.

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SEEN AND READ

John Ryan, Agricultural Stabilization and Conservation Service, has shared a copy of his Sept. 27 "Missouri Ruralist." In it is an article by Mary Jane Duff, ASCS's communication coordinator in the Show-Me state. She writes about wildlife conservation and calls her article "Farmer Turns Wasteland into Wildlife Haven."

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JUST A SMALL FACT

Ever wonder why USDA's News Center pushes to get releases cleared hurriedly (no comments, please, on the snail-like pace often common to Govt. works)?

A release on exotic Newcastle disease dated Sept. 19 arrived at the News Center at 1:15 p.m. and was issued at 2 p.m. In those 45 minutes, the number of infected and exposed birds jumped from 11,000 to 13,000 and compensation paid by USDA from \$560,000 to \$620,000.

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SOMETHING NEW

Arrangements are just about ready for launching a weekly radio program to reach about 200 black-oriented radio stations. Rufus Wells, GPA, will ramrod the effort with help from the Economics and Statistics Service and the USDA Radio-TV Center. Rufus is making the contacts with black networks and stations.

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WHEW! IT'S DONE...

Agency inf offices will be receiving copies of the new design standards manual from the Design Center of GPA this week... or early next week.

David Sutton, GPA's assistant director for graphic arts, says he will be calling meetings soon to go over the standards with individual agencies so procedures will be clear to all. As soon as we get a final figure, we'll announce costs for single copies in case those of you outside USDA want a copy. Preliminary figures (or estimates) go as high as \$30.

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YEARBOOK '81...NO
SAGA

There should be a Yearbook of Agriculture in 1980...we've been late in recent years, but not this year.

A third and final set of chapters has been proofed, now is being paged and should be in press shortly. Subject has to do with energy...if nothing else, it's been an energetic effort.

Now...on to 1981. Ideas, anyone?

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JOB HUNTING? TRY FS

Forest Service seeks a public information officer, GS-12, for the Rocky Mountain Station at Ft. Collins. Person hired will serve as the head of the current information section of the research inf group...needs knowledge of Forest Service programs, experience in an inf program such as working with news media, writing related to forestry activities, development of visual presentations and experience in interpreting research results or technical forest management practices to the public.

Apply to USDA, Forest Service, Rocky Mountain Forest and Range Experiment Station, 240 West Prospect St., Ft. Collins, Colorado 80526...sorry no phone number.

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OR THIS FS SPOT

Art Merriman, FS inf officer in Denver, tells us that applications are due by Oct. 15 for a GS-9/11 public inf officer to work at the FS supervisor's office in Custer, S.D. The job entails the full range of information duties, including public participation.

Apply to Forest Supervisor, Black Hills National Forest, P.O. Box 792, Custer 57730 or call there at (605) 673-2251. Remember, get in touch by Oct. 15.

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OR IOWA STATE U.

Leon Thompson, Iowa State U., writes about a job opening there for a communications specialist in radio/television. The spot is open Dec. 15...includes production of radio tapes and TV tapes and documentaries for extension and the ag and home ec experiment station.

Required is a BS/BA in journalism, broadcast emphasis preferred; MA/MS desired...would need to be earned in 6 years. Experience: at least 6 years in radio/TV for a bachelor's graduate; at least 3 for a master's graduate.

If interested, send a letter of application and an up-to-date resume to Lee, Extension Editor, 103 Morrill Hall, Ames 50011. Telephone: (515) 294-4923.